

Impact of Brand Image on Consumer Buying Behavior: A Comparative Study of Mother dairy and Nestle Dairy Products in Mumbai

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Abstract: *Brand image plays an important role in shaping consumer perceptions and influencing purchasing decisions, particularly in the fast-moving consumer goods (FMCG) sector. In the Indian dairy industry, well-established brands such as Mother dairy and Nestlé have built strong market positions and consumer trust over time. The present study examines the impact of brand image on consumer buying behavior through a comparative analysis of Mother dairy and Nestlé dairy products in Mumbai. The research is based on primary data collected from consumers using a structured questionnaire. Key dimensions of brand image, including brand awareness, perceived quality, brand trust, and brand associations, were analyzed to understand their influence on purchase decisions. Statistical tools such as descriptive analysis, correlation analysis, and comparative mean analysis were used for data interpretation. The results reveal that brand image significantly influences consumer buying behavior for both brands, although the level of influence differs across various dimensions. The findings show that Mother dairy is strongly associated with trust and affordability, whereas Nestlé is perceived positively in terms of quality and innovation. The study offers useful insights for marketers and brand managers in developing effective branding strategies within the competitive dairy market.*

Keywords: Brand Image; Consumer Buying Behavior; Dairy Products; Mother dairy; Nestlé; Mumbai

